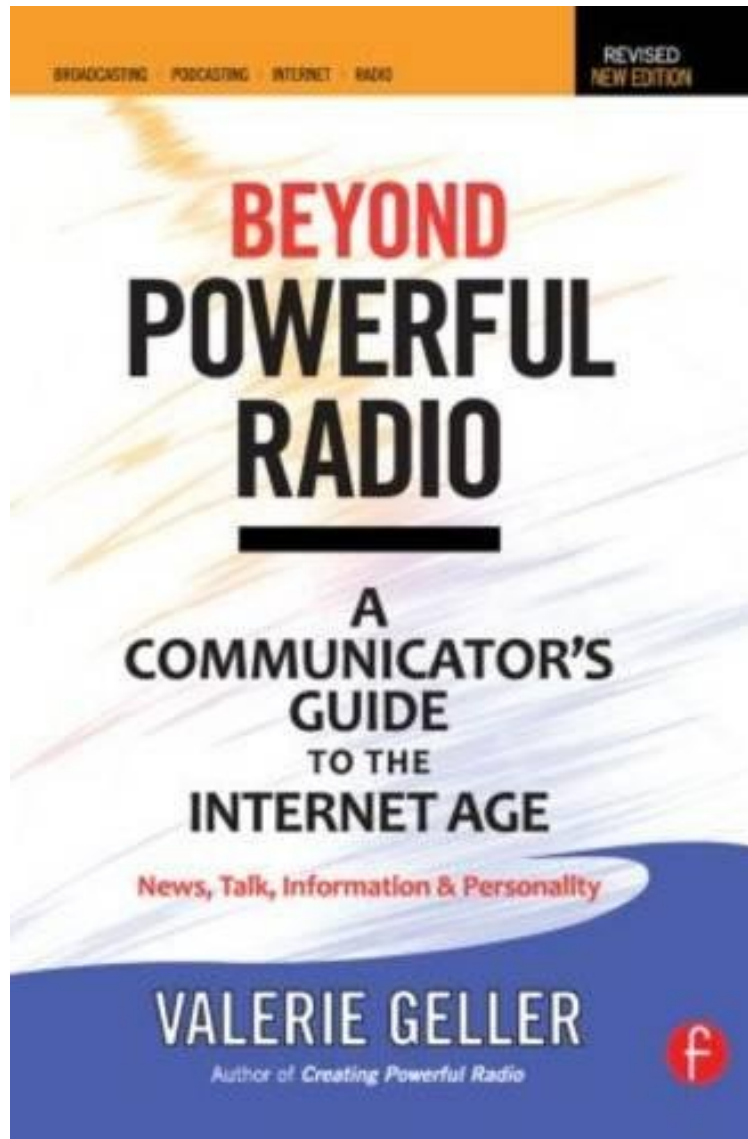


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# **Beyond Powerful Radio: A Communicator's Guide to the Internet Age News, Talk, Information Personality for Broadcasting, Podcasting, Internet, Radio**

*Valerie Geller*

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*Beyond Powerful Radio* is a complete guide to becoming a powerful broadcast communicator on radio or internet! This how-to cookbook is for broadcasters who want to learn the craft and improve. This practical and easy-to-read book, filled with bullet lists, offers techniques to learn everything from how to produce and host a show, to news gathering, coverage of investigative and breaking stories, writing and delivering the commercial copy and selling the air time. With contributions from over 100 top experts across all broadcast fields, *Beyond Powerful Radio* offers techniques, advice and lessons to build original programming, for news, programming, talk shows, producers, citizen journalism, copy writing, sales, commercials, promotions, production, research, fundraising, and more. Plus: Tips to assemble a winning team; to develop, build, and market your brand; get your next job in broadcasting, effectively promote your product; increase sales; write and produce commercials; raise money with your station; deal with creative burnout and manage high ego talent; and to research and grow your audience. Never be boring! Get, keep, and grow audiences through powerful personality, storytelling, and focus across any format. Tried-and-true broadcast techniques apply to the myriad forms of audio broadcast available today, including Web radio and podcasting. While the technology and delivery systems change, the one constant is content! Listeners, viewers, and surfers want to be entertained, informed, inspired, persuaded, and connected with powerful personalities, and storytellers. A full Instructor Manual is available with complete lesson plans for broadcast instructors - course includes Audio Production/Radio Programming/Management/Broadcast Journalism. The Instructor Manual is available for download here: <http://cw.routledge.com/textbooks/9780240522241/>

"I want to take a moment to thank you for providing the perfect text, for my debut Seminar in Broadcasting class. The chapters and study guides were invaluable, and the students seemed to really like the combination of traditional teaching/interaction and in-studio 'labs' where they put the ideas from the chapters - about formatics, news, commercials, generator/reactor host teams, etc. - into practice. Although I also assigned a second text, *Beyond Powerful Radio* became the class bible. Much appreciated." --Rich Appel, Adjunct Professor, Seton Hall University and Felician College; Contributing Writer, *Billboard* "If you have the desire for the work, this account will give the methods and professional standards that help succeed, wherever you are in your broadcast career, whatever your skills level, whether you broadcasting online or on air. This book will help you to develop strong personalities, create exciting internet content, write present compelling news, become a powerful storyteller, build original programming, strengthen your interviews, show prep and air check effectively, work in multiple platforms, cover news emergencies, and much more. You will find there a Quick Start guide, the handy reminders, the proven principles of powerful radio, which are the core of the author's work. Valerie Geller is internationally acclaimed broadcast consultant and talent coach, she works with top stations and individuals." --NeoPopRealism Journal "Valerie Geller has just saved me hours of time, maybe even days. People who are interested in launching a career in talk radio frequently approach me for advice and insight. This is flattering and I'm always honored and happy to help. From now on I can share a few keen insights and conclude with, "and before you do anything else, get a copy of *Beyond Powerful Radio* by Valerie Geller." Done and done! It's tempting to call *Beyond Powerful Radio* the bible of personality radio, but that's not quite accurate. It's more like *The Boy Scout Handbook* of personality radio, a practical guide with specific techniques for creating effective radio and managing a personality-driven radio station. While *Beyond* covers the waterfront, from hiring to voice technique to air checking to emergency broadcasting to promotion to sales to websites to research, the book is at its best when it's focused on Geller's real passion: Helping personalities create emotionally resonant spoken-

word radio. At the core of the veteran consultant's philosophy is the importance of storytelling and her three cornerstone tenets: "Tell the Truth, Make it Matter and Never be Boring."--Radio-Info.com "Based on the successful books, 'Creating Powerful Radio' and "The Powerful Radio Workbook," this combined edition provides even more methods for preparing and delivering powerful radio content. Valerie Geller explains the techniques of producing and presenting information, storytelling, news,talk and personality radio. New material is provided on: show prep, interview techniques, news, integrating radio and television, promotion and airchecking techniques."-- Radiomagonline.com "...the way the text is broken down, students can easily follow along, and all my students have really enjoyed your book. My students are not "book worm" types and just generally struggle with most academic reading. What I love about [this] text is every page is applicable to them, so when we discuss the text, I always ask the question, 'how can you use or apply this idea in your show?'" --Eric Matte, Associate Professor of Communication, Landmark College About the AuthorInternational broadcast consultant Valerie Geller is president of Geller Media International. An in demand speaker, Geller presents Creating Powerful Radio and TV/ Digital Media seminars/ workshops. She also coaches individual talent - on-air personalities and producers and works with newsrooms throughout the world. As a trainer/consultant, Geller, the former program director of WABC radio in New York, has worked with more than 500 stations in 35 countries. Her clients include the BBC in the UK, The ABC in Australia, CBS and NPR in the USA. Beyond Powerful Radio is her fourth book.